“A picture paints a thousand words.”

As you know, you sometimes find it difficult to fully understand and explain the important ideas/themes in a text. If you saw those ideas represented visually, you would probably understand them and be able to explain them better.

Your task is to develop and structure an A4 or A3 visual text (static image) to communicate the important ideas/themes in one visual text you have studied in class to help next year’s learners to understand it better using appropriate language features.

This static image must clearly communicate the important ideas/themes of your visual text. You must use appropriate visual and verbal language features to represent these important ideas/themes.

Before you begin you **MUST** have completed the Image Speak 2 activities and a response in your log on your chosen text.

You will also complete a planning sheet and an evaluation sheet to help you to identify and explain in detail all the VISUAL and VERBAL techniques you have used. This is part of the assessment.

You have viewed and studied several New Zealand visual texts in class including “Utu”, “Ngati”, “The World’s Fastest Indian”, “Watermark”, “The Little Things” and “Closer”. You must choose a visual text that you have studied in class in your static image

Pay special attention to your use of:

* Colour – symbolism, mood, impact
* Layout – balance, proportion, space, framing, rule of thirds
* **Shape** – dominance, focus, how other elements or words fit around it
* Symbolism – symbols to represent ideas
* Font – upper/lower case, font, italics, bold, size
* Texture – choice of materials, decoration (eg sand, tinfoil, fabric)
* Text (“Quotation”) – words from the dialogue of the visual text



**Assessment Criteria:**

|  |  |
| --- | --- |
| Achievement with Excellence  (STATIC IMAGE) | * Develop and structure ideas effectively in a visual text. * Use language features appropriate to purpose and audience with control to command attention. |
| Achievement with Merit  (STATIC IMAGE) | * Develop and structure ideas convincingly in a visual text * Use language features appropriate to purpose and audience with control. |
| Achievement  (STATIC IMAGE) | * Develop and structure ideas in a visual text. * Use language features appropriate to purpose and audience. |

Achievement Standard

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Reference** | | English 1.7 | | | | | |
| **Title** | | Create a Visual Text | | | | | |
| **Level** | 1 | **Credits** | 3 | | **Assessment** | | Internal |
| **Subfield** | English | | | | | | |
| **Domain** | English Visual Language | | | | | | |
| **Status** | | Draft | | **Status date** | |  | |
| **Planned review date** | |  | | **Date version published** | |  | |

This achievement standard requires developing and structuring ideas in a visual text using language features appropriate to audience and purpose.

**Achievement Criteria**

| **Achievement** | **Achievement with Merit** | **Achievement with Excellence** |
| --- | --- | --- |
| * Develop and structure ideas in a visual text. | * Develop and structure ideas convincingly in a visual text. | * Develop and structure ideas effectively in a visual text. |
| * Use language features appropriate to purpose and audience. | * Use language features appropriate to purpose and audience with control. | * Use language features appropriate to purpose and audience with control to command attention. |
|  |  |  |

*Official* LEVEL OF ACHIEVEMENT (circle one)

N A M E

Marker’s Signature \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Learner’s Signature \_\_\_\_\_\_\_\_\_\_

Check Marker’s Signature \_\_\_\_\_\_\_\_\_\_\_\_

